



FABIAN FUENTES

VP Product Management 1981

Challenges: Building Provider Networks (we had none)

Built PPO in 1984

Jim Halsey PPO Guy

- Note for Bob Sebak

Paul "Metalis" Director in

Florida had many new companies coming in

Always afraid the new guys would have new ideas to end Blue Cross. Our steady direction is probably why we survived.

Looking back we ~~and~~ were successful but not because of our choices but the way our choices worked out.

Stayed in the business Ethical - Solid Products -

J Blue Cross were Gods but we are inept.

In the late 60's we exploded due to Medicare

What is the greatest change you have seen

Host Plan?

We are Influential

We are Different but our difference is changing

Calendar for January 2002

Calendar for February 2002

Calendar for March 2002

Calendar for April 2002

Calendar for May 2002

Calendar for June 2002

Calendar for July 2002

Calendar for August 2002

Calendar for September 2002

Calendar for October 2002

Calendar for November 2002

Calendar for December 2002



BlueCross BlueShield of Florida

An Independent Licensee of the Blue Cross and Blue Shield Association

Integrity
Steno's course
Lubik

2002

JANUARY

S	M	T	W	T	F	S
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FEBRUARY

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SEPTEMBER

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NOVEMBER

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DECEMBER

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Other Blues are becoming more like we have been all along

INFLUENTIAL PEOPLE: Mr. Flaherty

Teacher - Life Insurance where he met Flaherty

BIGGEST CHANGE: BOARD MAKEUP

We became a company independent of Doctors in 1984

1984 with the PPO's HMO's got out of control became a product rather than 5 companies

"We were in trouble"

We are moving from managed care to consumer driven

FEAR: Not paying attention & struggling with new system

More Integrity in the Blues Greed is not as prevalent. They don't bring about the money made

VD would never have survived

in a profit company.

Blue Card is a major milestone